POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
PENNSYLVANIA MEDIAN AGE (YRS)	11,881,693	12,281,054 37.9	12,352,083 38.8	12,476,110 40.0
HARRISBURG, PA	587,986	629,401	637,538	651,638
MEDIAN AGE (YRS)	367,900	38.0	39.0	40.5
HISPANICS (ANY RACE)		19,557	21,195	23,927
STATE'S PERCENTAGE		3.11%	3.32%	3.67%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		552,500	556,648	565,070
MSA'S PERCENTAGE		87.78	88.44	89.78
MEDIAN AGE (YRS)		39.3	40.5	42.3
BLACK/AFRICAN-AMERICAN		49,365	51,477	53,795
MSA'S PERCENTAGE		7.84	8.18	8.55
MEDIAN AGE (YRS)		30.1	30.6	31.5
AMERICAN INDIAN/NATIVE		897	963	1,085
MSA'S PERCENTAGE		0.14	0.15	0.17
MEDIAN AGE (YRS)		35.7	35.6	34.1
ASIAN		9,641	10,309	11,519
MSA'S PERCENTAGE		1.53	1.64	1.83
MEDIAN AGE (YRS)		31.7	32.2	33.8
HAWAII/PACIFIC ISLANDER		207	215	257
MSA'S PERCENTAGE		0.03	0.03	0.04
MEDIAN AGE (YRS)		30.0	30.7	31.1
OTHER		8,695	9,472	10,692
MSA'S PERCENTAGE		1.38	1.50	1.70
MEDIAN AGE (YRS)		23.1	23.5	23.8
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN			79,930	79,420
SUBURBAN			433,453	444,627
RURAL			124,155	127,591

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**Marketing Services Branch** 

## Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$47,342		
PER CAPITA	\$24,404		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$9,998,172,000	\$12,460,525,000	24.63%
FOOD AT HOME TOTAL	\$1,251,318,900	\$1,418,957,400	13.40%
FOOD AWAY FROM HOME TOTAL	\$1,027,435,800	\$1,271,157,100	23.72%
FOOD AS % OF TOTAL EXPENDITURES	22.79%	21.59%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$250,947,900	\$287,551,600	14.59%
FISH & SEAFOOD PRODUCTS	\$22,365,200	\$25,464,400	13.86%
FRUITS & VEGETABLES	\$138,121,400	\$154,425,200	11.80%
DAIRY PRODUCTS	\$142,835,400	\$161,723,900	13.22%
BAKERY PRODUCTS	\$144,267,500	\$158,697,300	10.00%
CEREALS & PRODUCTS	\$70,784,800	\$81,600,500	15.28%
PREPARED FOODS	\$185,078,400	\$211,728,000	14.40%
JUICES	\$37,026,000	\$41,627,400	12.43%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$70,469,800 \$30,804,600 \$39,665,200	\$96,529,800 \$40,833,000 \$55,696,800	36.98% 32.55% 40.42%
LUNCH FAST FOOD FULL SERVICE	\$255,068,900 \$155,046,600 \$100,022,300	\$314,103,900 \$185,893,200 \$128,210,800	23.14% 19.90% 28.18%
DINNER FAST FOOD FULL SERVICE	\$369,201,600 \$149,791,900 \$219,409,600	\$466,400,100 \$180,591,200 \$285,808,800	26.33% 20.56% 30.26%

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## Transportation and Marketing

MEATS			
MEATS (ALL TYPES)	\$984	\$1,083	10.06%
POULTRY	\$306	\$338	10.46%
EGGS	\$45	\$48	6.67%
FISH & SEAFOOD			
FRESH	\$41	\$45	9.76%
FROZEN	\$28	\$33	17.86%
CANNED	\$18	\$19	5.56%
FRUITS / VEGETABLES			
FRESH	\$376	\$406	7.98%
CANNED	\$82	\$91	10.98%
FROZEN	\$65	\$67	3.08%
OTHER	\$19	\$18	-5.26%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$173	\$185	6.94%
CHEESE	\$152	\$158	3.95%
ICE CREAM	\$91	\$99	8.79%
BUTTER / MARGARINE	\$51	\$61	19.61%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$448	\$474	5.80%
COOKIES	\$81	\$85	4.94%
CRACKERS	\$37	\$39	5.41%
CEREALS & PRODUCTS			
CEREALS	\$165	\$175	6.06%
PASTA PRODUCTS	\$53	\$61	15.09%
FLOUR & MIXES	\$40	\$47	17.50%
RICE	\$20	\$24	20.00%
PREPARED FOODS			
SNACKS/CHIPS	\$123	\$142	15.45%
JUICES	\$145	\$157	8.28%
FROZEN/PREP. OTHER	\$83	\$96	15.66%
SOUPS	\$65	\$75	15.38%
SAUCES & GRAVIES	\$65	\$64	-1.54%
BABY FOOD	\$43	\$46	6.98%
FROZEN MEALS	\$32	\$37	15.63%
NUTS	\$33	\$36	9.09%
SALADS	\$25	\$30	20.00%

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